

DAFTAR ISI

HALAMAN JUDUL	Error! Bookmark not defined.
HALAMAN PERSETUJUAN	Error! Bookmark not defined.
HALAMAN PERNYATAAN.....	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
DAFTAR ISI	viii
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.i
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Gambaran Umum Objek Penelitian.....	Error! Bookmark not defined.
1.1.1 Sejarah Bank Rakyat Indonesia (BRI)	Error! Bookmark not defined.
1.1.2 Visi dan Misi	Error! Bookmark not defined.
1.1.3 Logo Bank Rakyat Indonesia (BRI)	Error! Bookmark not defined.
1.1.4 Struktur Organisasi.....	Error! Bookmark not defined.
1.1.5 Pelayanan Pinjaman	4
1.2 Latar Belakang.....	Error! Bookmark not defined.
1.3 Rumusan Masalah.....	Error! Bookmark not defined.
1.4 Tujuan Penelitian	Error! Bookmark not defined.
1.5 Kegunaan.....	Error! Bookmark not defined.
1.5.1 Kegunaan Teoritis	Error! Bookmark not defined.
1.5.2 Kegunaan Praktis.....	Error! Bookmark not defined.
1.6 Sistematika Penulisan	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA DAN LINGKUP PENELITIAN.....	Error! Bookmark not defined.
2.1 Tinjauan Pustaka Penelitian	Error! Bookmark not defined.
2.1.1 Literasi Keuangan	Error! Bookmark not defined.
2.1.2 Faktor Demografi	Error! Bookmark not defined.

2.1.3	Pengambilan Kredit	Error! Bookmark not defined.
2.1.4	Pengaruh Literasi Keuangan Terhadap Proses Keputusan Pengambilan Kredit	Error! Bookmark not defined.
2.1.5	Pengaruh Demografi Terhadap Proses Keputusan Pengambilan Kredit	Error! Bookmark not defined.
2.2	Penelitian Terdahulu	Error! Bookmark not defined.
2.3	Kerangka Pemikiran	Error! Bookmark not defined.
2.4	Hipotesis.....	Error! Bookmark not defined.
2.5	Ruang Lingkup Penelitian.....	Error! Bookmark not defined.
2.5.1	Variabel Penelitian	Error! Bookmark not defined.
2.5.2	Lokasi dan Objek Penelitian	Error! Bookmark not defined.
BAB III METODE PENELITIAN		Error! Bookmark not defined.
3.1	Jenis Penelitian	Error! Bookmark not defined.
3.2	Variabel Operasional dan Skala Pengukuran	Error! Bookmark not defined.
3.2.1	Variabel Operasional	Error! Bookmark not defined.
3.2.2	Skala Pengukuran.....	Error! Bookmark not defined.
3.3	Tahapan Penelitian.....	Error! Bookmark not defined.
3.4	Populasi dan Sampel.....	Error! Bookmark not defined.
3.4.2	Populasi.....	Error! Bookmark not defined.
3.4.3	Sampel	Error! Bookmark not defined.
3.4.4	Teknik Sampling	Error! Bookmark not defined.
3.5	Pengumpulan Data.....	Error! Bookmark not defined.
3.5.2	Data Primer	Error! Bookmark not defined.
3.5.3	Data Sekunder	Error! Bookmark not defined.
3.6	Uji Validitas dan Reliabilitas	Error! Bookmark not defined.
3.6.2	Uji Validitas	Error! Bookmark not defined.
3.6.3	Uji Reliabilitas	Error! Bookmark not defined.
3.7	Teknik Analisis Data	Error! Bookmark not defined.
3.7.1	Analisis Deskriptif.....	Error! Bookmark not defined.
3.7.2	Metode of Succesive Interval (MSI)	Error! Bookmark not defined.

3.7.3	Uji Asumsi Klasik	Error! Bookmark not defined.
3.7.4	Analisis Regresi Linier Berganda	Error! Bookmark not defined.
3.7.5	Uji Hipotesis	Error! Bookmark not defined.
3.7.6	Koefisien Determinasi (R^2).....	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		Error! Bookmark not defined.
4.1	Pengumpulan Data.....	Error! Bookmark not defined.
4.2	Karakteristik Responden	Error! Bookmark not defined.
4.2.1	Karakteristik Responden Berdasarkan Jenis Kelamin.....	Error! Bookmark not defined.
4.2.2	Karakteristik Responden Berdasarkan Usia ...	Error! Bookmark not defined.
4.2.3	Karakteristik Responden Berdasarkan Pendapatan (Perbulan).	Error! Bookmark not defined.
4.2.4	Karakteristik Responden Berdasarkan Pekerjaan Saat Ini.....	Error! Bookmark not defined.
4.2.5	Karakteristik Responden Berdasarkan Tingkat Pendidikan Terakhir	Error! Bookmark not defined.
4.3	Hasil Penelitian.....	Error! Bookmark not defined.
4.3.1	Analisis Deskriptif.....	Error! Bookmark not defined.
4.3.2	Method of Successive Interval (MSI).....	Error! Bookmark not defined.
4.3.3	Analisis Kuantitatif.....	Error! Bookmark not defined.
4.3.4	Analisis Regresi Berganda.....	Error! Bookmark not defined.
4.3.5	Uji Hipotesis	Error! Bookmark not defined.
4.4	Analisis Hasil penelitian dan Pembahasan.....	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN.....		Error! Bookmark not defined.
5.1	Kesimpulan.....	Error! Bookmark not defined.
5.2	Saran	Error! Bookmark not defined.
5.2.1	Bagi Perusahaan	Error! Bookmark not defined.

5.2.2	Bagi Penelitian Selanjutnya	Error! Bookmark not defined.
DAFTAR PUSTAKA		Error! Bookmark not defined.